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## Educational Policies Committee Program Proposal, College of Agriculture and Applied Sciences, January 11, 2019 - Agricultural Communication

Utah State University

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11 January 2019

### **ITEM FOR ACTION**

Utah State University's School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the manner described below.

### **EXECUTIVE SUMMARY**

The School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication.

### **RECOMMENDATION**

The President and Provost recommend that the Board of Trustees approve the proposal to change the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the College of Agriculture and Applied Sciences.

RESOLUTION  
UTAH STATE UNIVERSITY  
BOARD OF TRUSTEES

WHEREAS, Utah State University's School of Applied Sciences, Technology, and Education in the College of Agriculture and Applied Sciences proposes changing the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication, and

WHEREAS, The proposed name change from Agricultural Communication and Journalism to Agricultural Communication more accurately reflects what students are studying in the department, and

WHEREAS, The proposal has been approved by the academic dean, the Educational Policies Committee, and the USU Faculty Senate, and

WHEREAS, The proposal has been approved by the President and Provost of Utah State University;

NOW THEREFORE BE IT RESOLVED, That the Utah State University Board of Trustees hereby approve the proposal to change the name of the Bachelor of Science in Agricultural Communication and Journalism to Agricultural Communication in the College of Agriculture and Applied Sciences' School of Applied Sciences, Technology, and Education and that notification of this proposal be forwarded to the Utah State Board of Regents of the Utah System of Higher Education.

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RESOLUTION APPROVED BY THE BOARD OF TRUSTEES

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DATE:

**Utah System of Higher Education  
Changes to Existing Academic Program Proposal  
Cover/Signature Page - Abbreviated Template**

**Institution Submitting Request:** Utah State University

**Program Title:** *Current* Agricultural Communication and Journalism *Proposed (if applicable)* Agricultural Communication

**Sponsoring School, College, or Division:** College of Agriculture and Applied Sciences

**Sponsoring Academic Department(s) or Unit(s):** School of Applied Sciences, Technology, and Education

**Classification of Instruction Program Code<sup>1</sup>:** 01.0802

**Min/Max Credit Hours for Full Program Required:** 120 / 120 Min Cr Hr / Max Cr Hr

**Proposed Effective Term for Program Change<sup>2</sup>:** Fall 2019

**Institutional Board of Trustees' Approval Date:**

**Award Type:** BS

**Program Change Type (check all that apply):**

<input checked="" type="checkbox"/>	Name Change of Existing Program
<input type="checkbox"/>	Program Restructure with or without Consolidation
<input type="checkbox"/>	Program Transfer to a new academic department or unit
<input type="checkbox"/>	Program Suspension
<input type="checkbox"/>	Program Discontinuation
<input type="checkbox"/>	Reinstatement of Previously Suspended Program
<input type="checkbox"/>	Out of Service Area Delivery Program

**Chief Academic Officer (or Designee) Signature:**

I, the Chief Academic Officer or Designee, certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

Please type your first and last name \_\_\_\_\_ Date: \_\_\_\_\_

☐ I understand that checking this box constitutes my legal signature.

<sup>1</sup> For CIP code classifications, please see <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>.

<sup>2</sup> "Proposed Effective Term" refers to term when change to program is published. **For Suspensions and Discontinuations**, "effective term" refers to the term the program will suspend admissions.

## Program Change Description - Abbreviated Template

### Section I: The Request

Utah State University requests approval to change name from Agricultural Communication and Journalism to Agricultural Communication effective Fall 2019. This action was approved by the institutional Board of Trustees on .

### Section II: Program Proposal

#### Program Change Description/Rationale

*Present a brief program change description. Describe the institutional procedures used to arrive at a decision for the change. Briefly indicate why such a change should be initiated. State how the institution and the USHE benefit by the change.*

The School of Applied Sciences, Technology, and Education requests to change the name of the the Agricultural Communication and Journalism major to Agricultural Communication. This program is designed as a dual major degree program with the Journalism and Communication Department, and students' programs are designed to earn a B.S. in Journalism too. The inclusion of journalism in both degree names has lead to some confused students. Faculty recognize the diversity of communication techniques are evolving with demand for agricultural communication specialists with broad expertise in marketing communication and digital communication skills. The faculty have worked to integrate stackable degree approaches focused on digital media and marketing communication skills which also lends support to this request to change the name of the degree. This request removes the redundancy of journalism from the major's name and will appeal to students less interested in print and broadcast journalism careers.

#### Consistency with Institutional Mission/Institutional Impact

*Explain how the action is consistent with the institution's Regent-approved mission, roles, and goals. Institutional mission and roles may be found at [higheredutah.org/policies/policyr312/](http://higheredutah.org/policies/policyr312/) . Indicate if the program will be delivered outside of designated service area; provide justification. Service areas are defined in [higheredutah.org/policies/policyr315/](http://higheredutah.org/policies/policyr315/) . Will faculty or staff structures be impacted by the proposed change?*

Utah State University is a student-centered land-grant and space grant university, so this name change would appeal to more students who are interested in studying agricultural communications and entering into careers related to print, broadcast, public relations, electronic communication, science communication, and marketing.

#### Finances

*What costs or savings are anticipated from this change? If new funds are required to implement the change, indicate expected sources of funds. Describe any budgetary impact on other programs or units within the institution.*

No costs or savings are anticipated from changing the degree program name. However, the new degree would appeal to more students, which would increase enrollment in the agricultural communication program at Utah State University.